

2/6/64

HEHILL ✓
COLBY LEWIS

*Mike -
File - Publications.*

HEH

2/10/64

Hi!

WE'VE DECIDED THAT INSTEAD OF MAKING A LIST OF THE CONTENTS OF EACH ISSUE OF THE JOURNAL, THE SIMPLE WAY WOULD BE TO MAKE CARBONS OF THE LETTERS TO THE CONTRIBUTORS. SO HERE ARE THE CARBONS FOR THE MARCH-APRIL ISSUE.

BEFORE WE DECIDED TO DO IT THIS WAY, WE HAD ALREADY WRITTEN TO ROBERT L. SHAYON AND LOREN STONE. SHAYON'S ARTICLE IS HIS KEYNOTE ADDRESS BEFORE THE LAST NAEB CONVENTION. STONE'S IS ABOUT CATV'S ROLE IN ETV.

THE ONLY ONE I THINK MIGHT BE VALUABLE TO HAVE REPRINTS OF IS COLBY'S ON "PICTORIAL PARAGRAPHING" ...AND OF COURSE THE "PRODUCTION FORUM" COLUMN AS USUAL.

THE CATV PEOPLE HAVE ALREADY ORDERED 5,000 REPRINTS OF STONE'S; SO IF IT SEEMS AT ALL WORTHWHILE, WE COULD GET A FEW MORE AT VERY LITTLE COST.

BEST,

Betty

HAROLD, HOPE YOUR RETURN TRIP WAS PLEASANT...

61803

February 6, 1964

Mr. Stanton W. Saltzman
Producer-Director, ITV
302 N. Goodwin
University of Illinois
Urbana, Illinois

Dear Mr. Saltzman:

Your article on "Use of TV in Student Performance" will appear in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

Should you wish additional copies of your article alone, reprints may be obtained at the following prices if ordered before publication date, March 6.

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>Each additional 100 over 500</u>
\$15.00	20.00	25.00	29.50	34.00	4.00

Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

61803

February 6, 1964

Mr. Syd Cassyd
917 South Tremaine Avenue
Los Angeles 19, California

Dear Mr. Cassyd:

Your article on the Academy will appear in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

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Thank you for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BNCK/mp

P.S. I would be happy to see your report on the ETV situation. Stirring up a little controversy is my favorite occupation.

61803

February 6, 1964

Mr. William H. Siemering
Ass't Coordinator of Student Activities
Station Manager, WBFO
Norton Hall, The Circle
Buffalo 14, New York

Dear Mr. Siemering:

Your article on "Choice of Radio Audience, Educated or Illiterate", will appear in the March-April issue of the NAEB Journal. As a contributor, you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

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Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

61803

February 6, 1964

Mr. George L. Arms
Communications Media Advisor
c/o American Embassy
P.O. Box 2182
Lagos, Nigeria

Dear Mr. Arms:

Your latest article on Nigeria will appear in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

Should you wish additional copies of your article alone, reprints may be obtained at the following prices if ordered before publication date, September 1.

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>Each additional 100 over 500</u>
\$37.50	50.00	62.50	73.75	85.00	10.00

Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BWCK/mp

February 6, 1964

Mr. R. Franklin Smith
Department of Speech
Western Michigan University
Kalamazoo, Michigan

Dear Mr. Smith:

Your article on the Wagner-Hatfield Amendment will appear in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

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\$37.50	50.00	62.50	73.75	85.00	10.00

Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

61803

February 5, 1964

Dr. Colby Lewis
Closed Circuit Television
Michigan State University
East Lansing, Michigan

Dear Colby:

Your article on Pictorial Paragraphing will appear in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

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\$37.50	50.00	62.50	73.75	85.00	10.00

Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

61803

February 5, 1964

Mr. William G. Mitchell, Assistant Dean
Division of Radio and TV
Florida Institute for Continuing Studies
Seagle Building
Gainesville, Florida

Dear Mr. Mitchell:

Your article on "The Sign Process & ETV" will appear in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

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Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

61803

February 5, 1964

Mr. Jack B. Frank
Associate Director, ITV Center
State University College at Brockport
Brockport, New York

Dear Mr. Frank:

Your article on introducing color into black and white CCTV, will appear as the Production Forum column in the March-April issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for \$1.00 each.) In addition, we will be happy to send one copy to someone in your administration, if you will send us the name and address of the person to whom you would like it sent.

Should you wish additional copies of your article alone, reprints may be obtained at the following prices if ordered before publication date, March 1.

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>Each additional 100 over 500</u>
\$7.50	10.00	12.50	14.85	17.00	2.00

Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BNCK/mp

FIVE - PUBLICATIONS

JYJ.
H.H.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall
Urbana, Illinois
61803

Dear Sir:

In order to allow you to include the NAEB Journal in your advertising plans for next year, I am enclosing our new rate card.

Editorial plans for the year call for a balance of content between "How To" tips of a practical nature in various areas of educational broadcasting, and the thought-provoking "Idea" type of article.

The NAEB national convention for 1964 will be in the fall, probably in October, in Austin, Texas. Extra copies of the September-October issue of the NAEB Journal will be distributed at the convention, and this is a good issue for an ad to tie in with your exhibit at the convention. Extra copies of the March-April issue will be distributed at the Institute for Education by Radio and Television, at Columbus, Ohio, usually in April or May.

I look forward to hearing from you regarding an ad in the Journal. If you have further questions, I'll be glad to try to answer them.

Sincerely,

Betty McKenzie

(Mrs.) Betty McKenzie
Publications Editor

Currently our paid circulation is about 2500, with 1400* of these going to NAEB individual members (persons who work in the field professionally); 375 go to individuals and libraries who subscribe to the Journal but are not NAEB members; the rest go to personnel at institutional members (educational radio and television stations and production centers or closed-circuit operators).

*This membership has been increasing constantly and rapidly, having doubled in the last year and a half.

NAEB JOURNAL

A bimonthly published by the National Association of Educational Broadcasters

ADVERTISING RATES

(effective January 1, 1964)

1 page	(4 1/8" x 7")	\$100
1/2 page	(4" x 3 1/2" or 2" x 7")	\$60
1/4 page	(2" x 3 1/2")	\$35

For additional information:

Mrs. Betty McKenzie
Managing Editor
59 E. Armory Avenue
Champaign, Illinois, 61822
Phone: 333-0580
Area Code 217

Format: Trim size 5 1/2" x 8 1/2"

Type size 4 1/8" x 7"

Printing: Letterpress

Halftone: 110 screen

Rates include space and straight type composition only.

Cuts, artwork, etc., will be additional.

DEADLINES

Issue	Copy to be Publication Set	Finished Plates
January-February	November 15	January 1
March-April	January 15	March 1
May-June	March 15	May 1
July-August	May 15	July 1
September-October	July 15	September 1
November-December	September 15	November 1

HEP
File - Journal
UNITED STATES POST OFFICE

MAY 8, 1963

Mrs. L. A. McKee
Publications Editor
Nat. Assn. of Educational Broadcasters
51 East Wacker
Chicago, Illinois

Dear Mrs. McKee:

Your application to sell the HEP Journal at non-profit rates has not been approved for the following reason.

Postal regulations state that publications entitled to non-profit rates must be designed specifically for use in school districts (instructional material).

Insurance on the Journal is not designed specifically for this purpose (the word "mail" was denied).

Sincerely yours

John V. Moore, Postmaster
Orland, Illinois

Feli - Journal

February 6, 1963

Mr. Frank Mills
Mills Publications
Hoopeston, Illinois

Dear Frank:

The last time I wrote to you to gripe about the slow service we had been getting from Mills, things were better for a while...so here I am again. Here's the present status of things:

Jan.-Feb. NAEB Journal. Due to be delivered Feb. 1; not delivered yet. Most copy came to you on November 27, slightly more than two months before delivery date! We did not receive galleys until Dec. 20 (some) and Dec. 24 (and a list of members was not received in galley form even by that date); these were returned to you with corrections and dummy paste-up on Dec. 26. You gave us page proofs on Jan. 4 and they were returned to you Jan. 8.

Feb. NAEB Newsletter. Due to be delivered Feb. 1; not delivered yet. Copy came to you on Jan. 16 and 17. I received galleys from you on Jan. 29 and returned them, with the dummy, Jan. 30.

Jan. 25 Washington Report. Negatives came to you Jan. 25 (Fri.) and delivery was to be made on Jan. 28 (Mon.). It was Jan. 31 (Thurs.) before we got them.

Placement folders - 1M copies of a simple flyer, one sheet, two folds. Ordered Jan. 15. Not delivered yet.

Thanks for reading this...and I sure hope the Newsletters and Journals get here before we receive another call from the mailing center wanting to know where they are. (They've had the envelopes run and waiting for over a week.)

Sincerely,

B

(Mrs.) Betty McKenzie
Publications Editor

bmck/ea
CC: Harold Hill ✓
Dick McKinney

*Helv - How we look in
French - (B) 10/3/63*

Le Journal

- « J'ai entendu à la radio... »
- « J'ai lu dans le JOURNAL DE GENÈVE »

Deux phrases courantes, quotidiennes, qui prennent une valeur complémentaire dans la période de relations internationales troublées que nous vivons.

La radio vous dit d'heure en heure ce qui se passe; une fois par jour, le Journal de Genève vous dit pourquoi.

JOURNAL DE GENÈVE

QUOTIDIEN FONDÉ EN 1826

DIRECTEUR GÉNÉRAL: RENÉ PAYOT

Sa tradition de politique étrangère, son autorité en politique suisse, sa compétence en matières économiques et financières font du JOURNAL DE GENÈVE le conseiller éprouvé de l'homme moderne.

Vous INTÉRESSEZ-VOUS à l'usage éducatif de la radio et de la télévision ?

Si oui, devenez membre de la NAEB, qui vous tiendra au courant de tous les progrès réalisés en ce domaine aux Etats-Unis. Nos membres reçoivent une **Lettre d'information** mensuelle, un **Bulletin** bimensuel, le « Washington Report » qui rend compte de l'actualité de dernière heure dans la capitale des Etats-Unis, des résumés scientifiques, et autres périodiques.

Les membres de cette organisation professionnelle, qui fut créée en 1925, versent une cotisation annuelle de \$12.50 (\$10 aux Etats-Unis, au Canada et au Mexique).

Pour tous renseignements et envoi de la liste des publications disponibles, veuillez écrire à la



National Association of Educational Broadcasters

1346, Connecticut Avenue, N.W.

Washington, D.C., 20036, Etats-Unis

File - Journal

December 5, 1962

Dr. Walter B. Emery
437 Rosewood Avenue
East Lansing, Michigan

Dear Walter:

Your profile on Carl Albert will appear in the January-February issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for 75¢ each.) In addition, we will be happy to send one copy to someone in your administration if you will send us the name and address of the person to whom you would like it sent.

Should you wish additional copies of your article alone, reprints may be obtained at the following prices if ordered before publication date, January 1.

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>Each additional 100 over 500</u>
\$22.50	30.00	37.50	44.25	51.00	6.00


The first \$10 of your reprint order of \$20 or more may be applied to extend your membership in the NAEB for another year.

Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

b1cc: Harold E. Hill ✓ 

December 5, 1962

Miss Barbara Yanowski
410 East 88 Street
New York, New York

Dear Miss Yanowski:

Your article on the Studio Teacher's role will appear in the January-February issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for 75¢ each.) In addition, we will be happy to send one copy to someone in your administration if you will send us the name and address of the person to whom you would like it sent.


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Thank you very much for sending this to us.

Sincerely,


(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

blcc: Walter B. Emery
Harold E. Hill ✓

December 5, 1962

Mr. R. Hector Currie
425 Oregon Avenue
Palo Alto, California

Dear Mr. Currie:

Your article on TV Drama will appear in the January-February issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for 75¢ each.) In addition, we will be happy to send one copy to someone in your administration if you will send us the name and address of the person to whom you would like it sent.


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Thank you very much for sending this to us.

Sincerely,


(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

blcc: Walter B. Emery
Harold E. Hill ✓

December 5, 1962

Mr. George Arms
USOM Nigeria
% American Embassy
Lagos, Nigeria

Dear Mr. Arms:

Your article on Africa's 2nd TV year will appear in the January-February issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for 75¢ each.) In addition, we will be happy to send one copy to someone in your administration if you will send us the name and address of the person to whom you would like it sent.


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Thank you very much for sending this to us.

Sincerely,


(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

blcc: Walter B. Emery
Harold E. Hill ✓

December 5, 1962

Mr. O. Leonard Press, Head
Department of Radio-TV-Films
University of Kentucky
Lexington, Kentucky

Dear Len:

The speech by Governor Coombs will appear in the January-February issue of the NAEB Journal. As a contributor you will receive three copies of that issue of the Journal. (You may order extras for 75¢ each.)

Should you wish additional copies of the speech alone, reprints may be obtained at the following prices if ordered before publication date, January 1.

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>Each additional 100 over 500</u>
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Thank you very much for sending this to us.

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

b1cc: Walter B. Emery
Harold E. Hill ✓ *B*

File - Journal

September 10, 1962

Mr. Walter B. Emery
437 Rosewood Avenue
East Lansing, Michigan

Dear Walter:

Reference is made to Betty's letter of August 21st, in which she mentioned the possibility of a meeting of the Emery-Molmes-McKenzie triumvirate to try to iron out some of the mutual problems you all face in your respective roles with the NAEB Journal. I think this would be a great idea, but now that I have built up your enthusiasm, I regret that I have to go along with Betty's thought that the NAEB cannot at this time afford such a meeting. We simply do not have the money we would like to have to bring committees, sub-committees, working groups, etc., together to do some of the Association's business that we would like to have done. Seriously, Walter, I wish we could, but the only solution I can see is the one that Betty suggests - that you and she and Pres all get together at the time of the NAEB Convention in Philadelphia. At that time perhaps you can iron out some of the questions.

And apparently you are going to do some articles for the Journal on Mexican broadcasting. I think that's wonderful, and I hope you had a fine trip. Am looking forward to seeing you, Betty and Pres at the Convention and perhaps we can all sit down together for a chat.

Cordially,

Harold E. Hill
Vice President

HEE/mlm

cc: Mr. Presley Molmes, Jr.
Mrs. Betty McKenzie

#5

August 21, 1962

Mr. Walter B. Emery
437 Rosewood Avenue
East Lansing, Michigan

Dear Walter:

Thanks for agreeing to do the articles on Mexican broadcasting. I look forward to seeing them. Probably the first issue I could get one of them in would be January-February, which means I would need the first one by November 15.

I agree that it would be good if you, Pres, and I could get together sometime soon--but I doubt if either time or money would allow it before the convention. Pres has already moved to Athens, and I imagine is pretty busy getting settled...and I have a thousand things to get in hand before the convention. However, I'll send a carbon of this to Harold, and if he thinks the NAEB could afford the three of us meeting at some central point (a quick glance at the map looks as if Fort Wayne, Ind., might be most central to all), I'm sure we'll hear from him. Otherwise, I suspect we'd best plan to get together during the convention.

Pres has lots of good ideas and we've had bushels of correspondence back and forth, which you, lucky man, have escaped. Briefly, present plans call for Pres to take complete charge of the Fact Sheet section as of January 1--so that all I will do will be to get the digests into the production hopper and into the magazine. (I'm already shooting everything to him that remotely looks like "research," without even any attempt to evaluate it.) Then a couple of times a year--or whenever it seems wise to him, and he has the time to do it--he will write an analytical summary of the research studies in a specific area. Some of the minor things which we feel we should acknowledge the existence of--but which aren't worth anything more--he will probably list in the annual index (he's currently working on the index which will appear in the January-February issue).

Then I have asked him for help in looking for and evaluating articles involving research for the regular white section of the Journal, too. Bruce Westley, as chairman of the Research Committee, is supposed to work directly with Pres on getting research studies and articles. Also, I have suggested that members of the Publications Committee and others will probably be willing to help him write the digests if he feels he doesn't want to do them all himself.

And, as you know, I agree with you that his appointment "is excellent."


Walter B. Emery, August 21, 1962, Page 2.

One perhaps more urgent reason for you and me to get together before the convention is to decide, if we're going to have another questionnaire, what we should ask etc. I wrote a note to Frank Schooley asking for his opinions and suggestions way back when you first mentioned it, but haven't heard a word from him; so I don't think he'll be of much help there.

If you have the time and are willing to draft a questionnaire, I'll be happy to offer any suggestions I might have, and to follow through on the duplication and distribution at the convention.

I'm glad you had a good time in Mexico...but it's also a good feeling to know I can get in touch with you again, in case I get in trouble!

Cordially,


(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

cc: Mr. Presley Holmes, Jr.
Mr. Harold E. Hill ✓

File - Journal

August 21, 1962

Mr. George Arms
Cabool, Missouri

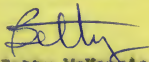
Dear Mr. Arms:

Having finally obtained your current address from our Washington office, I can now write you about your article.

I think it is excellent. You have treated in a wise and kindly manner the big problem that I suspect will exist in all efforts of American educational broadcasters to help in the newly developing countries. It serves as sort of a warning and at the same time, an encouragement, to any who might contemplate such an assignment.

Thanks very much for writing it. I will use it in a near-future issue.

Best regards,


(Mrs.) Betty McKennie
Publications Editor

BMCK/mp

blcc: Harold E. Hill ✓
Walter B. Emery

²
MIKE:

I think I have indicated stuff for a Journal file. I now think we don't need to be that specific - let's just have one for Publications - and the attached would go therein, too.

neh

6/22/62

Memo from the desk of:

BETTY McKENZIE

NAEB Publication Editor

6/20/62

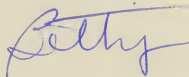
HEH

Dear Harold,

Attached is cc. of my letter to Betty re placement column for June NL.

The June column will be in the July issue...and if any more arrives for July (which it hasn't yet) it will be held until the August issue, since July copy has been finished since the 15th.

Best,

A handwritten signature in blue ink, appearing to read "Betty", with a long horizontal flourish extending to the right.

5/21/62

BMC1

Dear Betty,

The Placement material arrived a couple of days after the rest of the copy for the June NL had gone to the printer's; so I'm afraid I'll have to hold it until the July issue. Normally I might be able to squeeze it in a couple of days late, but this month the printer is swamped, what with high school final ~~papers~~ newspapers of the year, etc. Sorry.

I intended to drop you a note Friday so you'd have the bad news today, but was so swamped with other deadlines that I couldn't take time out to write to anybody.

Hope things have calmed down a little and that the work load has lessened a little out there; we have hopes that it will here someday.

Best,

AMPEX CORPORATION

EXECUTIVE OFFICES

REDWOOD CITY, CALIFORNIA

TO THE MEMBERS OF THE N. A. E. B.

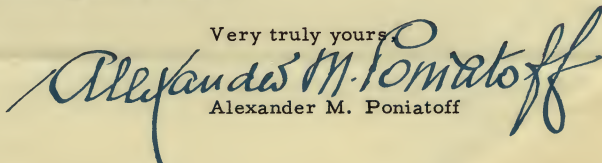
May I take this opportunity to express my admiration of the tremendous strides that you have made in your field, and my appreciation of the contributions which educational broadcasting has made to our society and culture. Educational radio and television, through your efforts, are fulfilling a destiny which is crucial now and will be of greater importance in the future, not only for the United States, but for the whole Free World.

You have not only kept pace with the broadcast industry, but in many instances have been the leaders in developing and implementing new concepts and techniques.

Free World education faces increasingly difficult times and unprecedented problems. During these times, this country will realize the full value of the facility which you have created.

I am proud that products of the Ampex Corporation have been useful instruments to you. We accept, and will meet, the continuing challenge of providing equipment of quality and advanced design to serve your growing needs.

Very truly yours,

A large, fluid, handwritten signature in blue ink that reads "Alexander M. Poniatoff". The signature is written in a cursive style with long, sweeping strokes.

Alexander M. Poniatoff

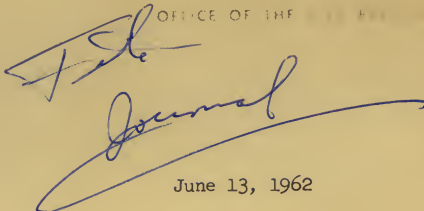
NAEB

Suite 1119

1346 Connecticut Avenue, N. W.

Washington 6, D. C.

OFFICE OF THE



June 13, 1962

Mrs. Betty McKenzie
NAEB Publications Editor
119 Gregory Hall
Urbana, Illinois

Dear Betty:

Just as sort of a check on our thinking in regard to my earlier letter about the type of articles we should be trying to get for the Journal (i.e., more "scholarly" ones), I have gone through the May-June Journal, and have listed below my interpretation of article types. As we have both agreed, there are certain "how-to-do-it" articles which we would hope to put in a "slick" magazine if we can get one started, but which now must go in the Journal because there is no other vehicle for them. In my analysis below, I have indicated this type of article by HTDI, and have indicated scholarly-types by SCH. In some cases, I have made more detailed comments - and obviously, there are some that might fit in either of the two categories I have arbitrarily set up for this purpose, and some that fit into neither.

I do not intend this as any sort of "judgement," nor do I hold any brief for my interpretation. I am sure that there will be many instances where you and/or Walter (to whom I'm sending a copy of this letter) will disagree with me - and with one another. However, I felt that this might be worthwhile, if only to help us understand what each of us is talking about when we discuss the content we think the Journal should have. And none of it is intended to be a reflection on your editorial judgement - as you know I think you do a fine job, and there are many times in all publications where two people, as editors, would do something entirely differently - and that is one of the penalties you must pay for working with a guy who has had journalistic training of sorts.

"The FCC's New Educational Broadcasting Branch" - Actually falls into neither of the categories I have set up (and hereafter in this list, I will simply refer to such as "neither"), but could fit into either the Journal or the magazine, but perhaps more properly in the latter.

"More TV Criticism, Please" - SCH

"Newton Minow: Champion of Educational Broadcasting" - same analysis as first article, above.

"Preparing TV Teachers" - HTDI

"Col. Glenn and ETV" - HTDI

"TV Workshop" - HTDI

"Sing-a-long with Educational Radio" - HTDI

"The NAEB Goes to Tanganyika" - Actually neither, but I would say this is a Journal article, if for no other reason than it deals with the important aspects of international broadcasting, even though this is more of a report than a scholarly article.

"There are 5 Types of ETV Stations" - SCH

"Frame and Focus" - Neither, and because Vernon writes, really, both types from time to time, I'd be a little hard pressed to categorize his articles. However, I'm inclined to favor the magazine for things of this sort.

"Live ETV over the Commercial Station" - HTDI

"Reinforcement Effects of the Mass Media" - SCH

"Panic" - HTDI, and a very poor one. Personally, I don't think this should have been in the Journal, and I doubt if it has enough substance to even be in the magazine.

"Community Television" - Neither, really, but definitely belongs in the magazine in my opinion.

"Indiana Plans State-Wide CCTV" - Same as immediately above.

"Book Reviews" - Definitely belong in Journal, in my opinion.

"In-School Programming of ETV Stations" - This is a little light to be classed as scholarly, but, since it involves research of a sort, I'd say it should be in the Journal, but it is almost a borderline case, partially due to its brevity - not that everything in the Journal has to be lengthy, but the more scholarly articles almost have to be if they are to get much "meat" across, and this is especially true of anything involving research, it seems to me.

"Milwaukee Uses ETV" - SCH - At first glance this might appear to be the HTDI-type, because it is basically a report of something done. However, since it is a report of how ETV is used in Milwaukee schools, and its importance educationally, and since it reflects the views of the superintendent, I think this is definitely the SCH type, primarily, I suppose, because it lends educational authority and is an actual analysis of ETV and its value to education.

"Television Recording" - HTDI

"Panamanian Television" - I think about the same rationale holds here as for the Syd Head article.

"Education's Place in the TV and Radio Spectrum" - SCH

"Products and Projects" - HTDI

Looking back, you'll see that, at least according to my interpretation, this is a well balanced issue - in fact, that's one reason I used it for this analysis - because it is one of the best balanced we've had recently. So - "well done, gal."

Anyway, that's it, and it will at least give us some thoughts for a common ground of understanding as we consider these matters, and as we try to increase the number of scholarly articles we carry.

Regards,

Harold E. Hill
Vice President

HEH/mlm

cc: Walter Emery

William Harley ✓



WAYNE STATE UNIVERSITY

1948-1949

RECORDS & RECORDS

1948-1949

1948-1949

1948-1949

1948-1949

1948-1949

1948-1949

I am writing you, which is a typical state for
a newspaper to be the state's morning newspaper,
at least, continues to perform.

There are four things, I think, which are of
great importance to the state's morning newspaper,
and which are of great importance to the state's
morning newspaper. I think I am just now beginning
to see.

There are four things, I think, which are of
great importance to the state's morning newspaper,
and which are of great importance to the state's
morning newspaper. I think I am just now beginning
to see.

And, for now, in looking at the morning newspaper,
I am looking at various things. This is a typical
state, for the state's morning newspaper, which is
the state's morning newspaper, and which is the state's
morning newspaper. I think I am just now beginning
to see.

There are four things, I think, which are of
great importance to the state's morning newspaper,
and which are of great importance to the state's
morning newspaper. I think I am just now beginning
to see.

1948-1949



WAYNE STATE UNIVERSITY

RADIO AND TELEVISION

DETROIT 2, MICHIGAN

June 13, 1962

Mr. Harold E. Hill
Vice President
NAEB
Suite 1119
1346 Connecticut Ave., N. W.
Washington 6, D. C.

Dear Harold,

You'll pardon me while I enthuse, but it would be impossible to try to hide the thrill and excitement caused by your recent letter. So why bother in the first place?

I am both happy and proud---a bit awed as well---to have been asked to become Research Editor for the NAEB Journal. The only hesitation about accepting is whether or not I can do the job that needs to be done. It's a big responsibility, but also a challenge that whets my appetite. So, I accept, and hope to justify your confidence in me.

Incidentally, as you must know already, I am leaving Wayne State to join the faculty at Ohio University in Athens this fall. It looks like an exciting year ahead.

Sincerely,

Presley D. Holmes, Jr.
Director of Research

PDH/cw

File Journal

April 13, 1962

Mrs. Frances B. Arje, R. N.
Coordinator, Publications Service
Comeback, Inc.
16 West 46th Street
New York 36, New York

Dear Mrs. Arje:

Thank you for the article about Comeback's UHF project. You mention follow-up which might appear in the July or August Journal. Since the Journal is a bimonthly publication, and since the May-June issue is already at the printer's, your article will appear in the July-August issue. So I would certainly appreciate having a paragraph or two of follow-up, which we can run along with the article I now have.

I'll write you again later when I start work on the July-August issue about reprint prices (which will be based on number of pages which the article will need).

I'm glad you have applied for an Associate Membership in the NAEB, and my best personal wishes for your worthwhile project.

Sincerely,

Betty
(Mrs.) Betty McKennie
Publications Editor

BMC/dp

cc: Mrs. Beatrice H. Hill
President, Comeback Brd. of Directors

blcc: Walter B. Emery
Harold E. Hill ✓

File - Journal

April 11, 1962

Mr. William J. Ballard
Program Director, Radio-TV
Delta College
University Center, Michigan

Dear Mr. Ballard:

I like your article, and the pictures, very much. However, I do feel that I'd like to eliminate a couple of the more pointed references to the Dow Chemical Company. And I think it might be best if we did not use Mr. Eccles as a co-author.

This may seem strange to you, inasmuch as we refer to specific companies, and give addresses, in the "Products and Projects" column all the time. However, that seems to me to be different, because it is a column and the products are described only briefly, and it's not the same as a major article in the Journal proper.

If the Dow Chemical Company would like to take an ad in the Journal, I can guarantee them space in the same one in which your article will appear--and the one previous or following, since we only sell ads on a basis of two issues. Attached is a rate scale.

On the assumption that these restrictions are all right with you, I'm keeping your article here, and will plan to run it unless I hear from you to the contrary. I will let you know when it is scheduled for a specific issue.

Thanks very much for sending it in.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

b1cc: Walter B. Emery ✓
Harold E. Hill

BAKER - I told him as much as possible that this was OK & then signed it

Our File - Journal.

HEH over

UNIVERSITY OF MICHIGAN

ANN ARBOR, MICHIGAN

TELEVISION OFFICE
310 MAYNARD STREET

March 27, 1962

RECEIVED
NAEB - URBANA

AM APR 4 1962 PM
7,8,9,10,11,12,1,2,3,4,5,6

C

O

P

Y

Miss Betty McKenzie
Publications Editor
NAEB Journal
59 East Armory
Champaign Illinois

Dear Miss McKenzie:

A progress report on the article about closed circuit television at Michigan. Professor Charles Joiner, Associate Dean of the U of M Law School is working with me on the article. The rough draft has been completed and final revisions will be made shortly. Joiner has been busy with the constitutional convention proceedings here in Michigan and has been out of the city the major part of each week. We shall send it out Monday afternoon April 1st. It should run about 2100 words and we'll supply around four or five pictures from which you can select the number you need for the article.

Because Joiner has a request from THE STUDENT LAWYER for an article on the same subject we also plan to send the same basic article to that publication. I see no difficulties in overlap of readers and trust that you have no objections. If I don't hear from you to the contrary I shall assume that you do not object.

Sincerely,

Garnet R. Garrison

Garnet R. Garrison

GRG:nf
cc: Mr. Harold Hill
NAEB
1346 Connecticut Av. N.W.
Washington 6, D. C.

RECEIVED
1960 COMMUNICATIONS
CC: Mr. Hill
(10/10)

CHURCH ST. 10/10/60

4/6/62

Dear Mr. Garrison:

Thank you very much for the manuscript on CCTV at Michigan. I will use it in the July-August Journal.

The pictures arrived today, so we have received everything for it now.

Mr. Hill said he told you in Muncie that we have no objection to the article's appearance in "The Student Lawyer."

Thanks again for your cooperation.

Sincerely,

back/ea

10/10/60

CRIMINAL JUSTICE
22 EAST VERNON
MICHIGAN
10/10/60
MISS BETTY WICKS

RECEIVED
MAY 1 1962
MA
MAY 1 1962
MAY 1 1962

SPR 25 1962

710 MANLYARD STREET
LEGISLATION OFFICE

UNIVERSITY OF MICHIGAN

UNIVERSITY OF MICHIGAN

Our file - Journal

December 27, 1961

December 27, 1961

Mrs. Betty McKenzie
NAEB Publications Editor
119 Gregory Hall
Urbana, Illinois

af:RCK

Dear Betty:

Reference is made to your exchange of letters with Jim Fellows regarding a doctoral dissertation by -- it just now occurs to me that Jim never have the name of the "fellow" -- if you'll pardon the pun, which was entirely intentional.

I believe that the information would be worthwhile to have available, but we wouldn't be able to afford to publish such a work outright. Therefore, I believe we should follow your suggestion -- i.e., have it broken down into lengths suitable for the Journal. In this event, I think we could let each installment be a little longer than might the regular Journal article. Secondly, I believe this un-named author should break it down into segments that make good sense -- that is, have each segment deal with a particular phase or area of interest.

Then, I would suggest that we have a hundred or so reprints made of each of the separate articles and when the series is through the whole bundle could be stapled together as a single volume. In this way we would have a series of worthwhile articles for the Journal (and I realize these aren't really "articles" but bibliographical listings), a final complete volume, and a saving in printing costs.

These should, of course, be fairly well annotated entries, as I presume they are, and I would suggest that Jim send you a few samples so you'll know whether or not they're what we would really want.

So - there you are - it's now up to you to worry your pretty little head about it and work out the details -- just don't let it cost very much -- and we should perhaps make it clear to "Mr. No-Name" that when we have the completed "booklets" combining all the reprints, we will likely charge a nominal sum for same with all proceeds to come to the NAEB and none to the author.

Regards,

Harold E. Hill
Administrative Vice President

cc: Mr. James A. Fellows
P.S. Please see other side.

P.S. -- Yes, Jim, how are you coming *on the File Service? Seriously, I'm sending out a memo in the next couple of days to Gale (and I'll send you a copy) about this.

*or should that be "with?" I think so, but McKenzie said "on" in her P.S. and I learned a long time ago not to argue with an editor - and editor - and learned specifically about 2 1/2 years ago not to argue with the NAEB editor!!

HEH:abt

Mr. Betty Williams
115 Gregory Hall
West, Illinois
USA 61810-1000

: 400-888-7607

Reference is made to your exchange of letters with this Bureau regarding a National Association of -- it is not known to this Bureau whether or not the "National Association of --" is the same as the "National Association of --" which was mentioned in your letter of 1/10/41.

[illegible]

There is also a large collection of letters and cards of the same kind. I have seen a few of them, but they are all very similar. They are all written in the same hand, and all contain the same kind of information. They are all dated from the same period, and all appear to be from the same person. They are all very interesting, and I have seen many of them. They are all very similar, and all contain the same kind of information. They are all dated from the same period, and all appear to be from the same person. They are all very interesting, and I have seen many of them.

There should be some, in fact, be fairly well rounded out, as I know they are, and I would suggest that the word "the" be changed to "a" in the sentence "the word" to read "a word" and "the word" to read "a word".

[illegible]

1000000

[illegible]

December 20, 1961

Mr. James A. Fellows, Executive Secretary
Empire State FM School of the Air
Syracuse University
Syracuse 10, New York

Dear Jim:

Thank you for your letter regarding the possible publication of the bibliography of doctoral dissertations in radio and television.

I doubt very much that the NAEB will be able to publish such a lengthy compilation. However, I am writing to our Washington office to find out. In the meantime, if you would give me the name of the man who has done this bibliography, I'd like to write to him to see whether there might be a possibility of breaking it down into groups of a length suitable for publication in the Journal.

I appreciate your writing. Very best wishes for the New Year.

Best regards,

Betty
(Mrs.) Betty McKenzie
Publications Editor

Freally Doven

P.S. How are you coming on the File Service?

BMC/dp

cc: Mr. Harold E. Hill - *hek* ?

EMPIRE STATE FM SCHOOL OF THE AIR

SYRACUSE UNIVERSITY SYRACUSE 10, NEW YORK

OFFICE OF THE EXECUTIVE SECRETARY

December 8, 1961

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Dept. of Education
Buffalo, New York

W. B. Hargrett, President

WGBH-TV
Syracuse, New York

Mrs. Betty McNamee
Publications Editor
National Association of Educational
Broadcasters
111 Gregory Hall
Urbana, Illinois

Dear Betty:

I have come across a project which the N.A.E.B. may be
interested in publishing and distributing.

A doctoral fellow now completing his Ph.D. in Mass Communications
at the Syracuse School of Journalism, has compiled a bibliography of doctoral
dissertations in radio and television. This seems like a duplication of material which is already available
through the Audio-Visual Communication Survey and the Journal of
Broadcasting, but it goes much further than either of both of
these publications.

To date, the Audio-Visual Communication Survey has listed 195
doctoral dissertations in this field and the Journal of Broad-
casting has listed 281. The compilation which has been made here
includes 355 dissertations and has included all of the entries
in these publications plus 74 more. They have been extracted
from Survey, Research Studies in Education, Index to American
Doctoral Dissertations (a combination of Dissertation Abstracts
and Medical Dissertations Indexed by American Universities),
the Journal of Teacher Education and Psychological Abstracts.

Aside from the mailing number of entries in the Audio-Visual
Communication Survey and the Journal of Broadcasting, so find
that all it is necessary to copy eight different issues, a
lengthy process because some of them include with Masters theses
and doctoral dissertations. As I say it, this points to the
need for an up-to-date single source of this information.

EMPIRE STATE FM SCHOOL OF THE AIR

Mrs. Betty McBride

December 8, 1981

If you are interested in a specific publication including these series or would like to suggest any other means through which this information could be distributed, I would be happy to hear from you.

Kind personal regards.

Sincerely,

James A. Fallowe

JAF:nc

File Journal

FOR INFORMATION OF Mr. HAROLD E. HILL

APRIL 14, 1961

DR. ROBERT L. HILLIARD
DEPARTMENT OF RADIO, TELEVISION AND
MOTION PICTURES
COMMUNICATION CENTER
UNIVERSITY OF NORTH CAROLINA
CHAPEL HILL, NORTH CAROLINA

DEAR DR. HILLIARD:

I PICKED UP YOUR MANUSCRIPT TO GIVE IT THE CURSORY GLANCE I USUALLY GIVE MANUSCRIPTS THE FIRST TIME--IN ORDER TO SEE WHETHER OR NOT THEY SEEM TO BE POSSIBILITIES FOR THE JOURNAL (A MORE THOROUGH READING COMES LATER)--AND FOUND THAT I WAS READING IT WORD FOR WORD, ALL THE WAY THROUGH. SO I CERTAINLY WOULD LIKE TO USE YOUR "PANACEA FOR TV," AS RECOMMENDED BY YOU AND YOUR STUDENTS. I'LL LET YOU KNOW WHEN IT IS DEFINITELY SCHEDULED FOR PUBLICATION--BUT IT WON'T BE BEFORE THE JULY-AUGUST ISSUE AT THE SOONEST, BECAUSE MAY-JUNE COPY IS ALREADY AT THE PRINTER'S.

THANKS VERY MUCH FOR SENDING IN YOUR ARTICLE.

SINCERELY YOURS,

Betty

(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:6J

BL CC: MR. WALTER B. EMERY
MR. HAROLD E. HILL

File - Journal

FOR INFORMATION OF MR. HAROLD E. HILL

APRIL 14, 1961

MR. KENNETH HARWOOD
RADIO STATION KUSC
DEPARTMENT OF TELECOMMUNICATIONS
UNIVERSITY OF SOUTHERN CALIFORNIA
LOS ANGELES 7, CALIFORNIA

DEAR KEN:

I HAVE WRITTEN DON WELLS AS YOU SUGGESTED, AND AM ENCLOSING A COPY OF THE LETTER.

AS TO LENGTH FOR THE VARIOUS ARTICLES, USUALLY A MAXIMUM PREFERRED LENGTH IN THE JOURNAL IS 10 PAGES. HOWEVER, IN VIEW OF THE FACT THAT YOUR MANUSCRIPT WOULD REALLY BE BEST, I'M SURE, IN BOOK FORM, AND ALSO BECAUSE, ON READING THROUGH PARTS OF IT, I CAN SEE THE PROBLEMS YOU'LL HAVE TRYING TO SAY THE SAME THING IN ANY LESS SPACE, I'M WILLING FOR SOME OF THE ARTICLES TO RUN UP TO 15 JOURNAL PAGES. THIS IS REALLY ABOUT TOPS THOUGH, I'M AFRAID. (PERHAPS WE COULD SPLURGE AND RUN YOUR "PET" CHAPTER TO 20 PAGES.)

THIS MEANS THAT I'D PREFER ABOUT 20 PAGES OF TYPED MANUSCRIPT, DOUBLE-SPACED, WILL ACCEPT 30 PAGES, AND YOUR PET TOPIC CAN RUN 40 PAGES OF TYPEWRITTEN MATERIAL. THESE ARE APPROXIMATIONS, OF COURSE.

THIS ALSO MEANS THAT, SINCE YOUR MANUSCRIPT WAS DOUBLE-SPACED, IF I RECALL CORRECTLY, THE SECTION ON PROCESSES, WHICH RUNS ABOUT 25 PAGES, WOULD BE O.K. AS IS.

I HOPE THIS HELPS. IT LOOKED LIKE A GARGANTUAN JOB FOR YOU, BUT ONE THAT WILL BE APPRECIATED BY OUR READERS, I'M SURE. GOOD LUCK.

REGARDS,

Betty
(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:ej

BL CC: MR. WALTER B. EMERY
MR. HAROLD E. HILL

File - Journal

FOR INFORMATION OF MR. HAROLD E. HILL

APRIL 11, 1961

MR. CHARLES CALLAGI
PRODUCTION MANAGER
CLOSED-CIRCUIT TELEVISION
ANAHEIM CITY SCHOOL DISTRICT
412 EAST BROADWAY
ANAHEIM, CALIFORNIA

DEAR MR. CALLAGI:

YES, INDEED, I THINK YOUR SHORT ARTICLE RE "SIDE" ADVANTAGES
OF ETV WOULD MAKE INTERESTING READING FOR OTHER NAEB MEMBERS.

WOULD YOU HAPPEN TO HAVE A PICTURE OF ONE OF THE CHILDREN'S
"PROJECTS" BEING SHOWN ON TV?

CORDIALLY,

Betty
(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:ej

BL CC: MR. WALTER B. EMERY
MR. HAROLD E. HILL

File Journal

FOR INFORMATION OF MR. HAROLD HILL

APRIL 10, 1961

MR. JAMES A. FELLOWS
EXECUTIVE SECRETARY
TELEVISION - RADIO CENTER
SYRACUSE UNIVERSITY
SYRACUSE 10, NEW YORK

DEAR JIM:

THANKS FOR SENDING ALONG THE ARTICLE ABOUT THE USE OF EDUCATIONAL RADIO IN THE DEPENDENTS' SCHOOLS OVERSEAS.

WITH ONE RATHER MINOR CHANGE, I THINK THIS WOULD MAKE AN INTERESTING ARTICLE FOR THE JOURNAL. I'D LIKE TO TAKE THE LEAD PARAGRAPH FROM THE LAST ONE ON PAGE 3--THUS GETTING RIGHT AWAY INTO THE RADIO PART, AND GIVING BACKGROUND INFORMATION ON THE GOVERNMENT-OPERATED SCHOOLS LATER. OTHER THAN THAT, IT IS FINE AS IT IS, AND IF YOU HAVE NO OBJECTION, I'LL HOLD THE ARTICLE HERE AND LET YOU KNOW WHEN IT IS DEFINITELY SCHEDULED FOR PUBLICATION.

SINCERELY,

Betty
(Mrs.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:6J

BL CC: MR. WALTER EMERY
MR. HAROLD HILL

File - Journal
FOR INFORMATION OF MR. HAROLD HILL

APRIL 10, 1961

MISS MARION CORWELL, MANAGER
EDUCATIONAL TELEVISION
HENRY FORD MUSEUM AND
GREENFIELD VILLAGE
DEARBORN, MICHIGAN

DEAR MARION:

THANK YOU VERY MUCH FOR SENDING THE ARTICLE ON THE MUSEUM'S
PARTICIPATION IN ETV. I SHALL USE IT IN A NEAR-FUTURE ISSUE,
AND WILL LET YOU KNOW WHEN IT IS DEFINITELY SCHEDULED.

SINCERELY,

Betty
(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:6J

BL CC: MR. WALTER EMERY
MR. HAROLD HILL

File - Editor

March 17, 1961

Miss Martha A. Gable
Director of Radio and TV Education
School District of Philadelphia
Board of Public Education
Parkway at Twenty-First Street
Philadelphia 3, Pennsylvania

Dear Miss Gable:

Finally I'm getting back to your letter regarding an article for the NAEB Journal on "Operation Alphabet." In looking over your letter, the newspaper column, and the letter from the president of the Board of Public Education, I think the story of "Operation Alphabet" would make an excellent article for the journal.

However, it would be much better if you, or someone on your staff, could write a complete article...say, 1500 to 2000 words—complete with pictures, if you have any that would illustrate the story. A good lead would be the bit about Dr. Shevlin beginning with the two paintings by Grandma Moses.

I hope you'll be able to find time to do this, as I think it would make an interesting addition to the journal. For our readership of educational broadcasters, you would not be amiss if you went into greater detail than the materials you sent—if you gave such things as lesson plans, etc.

I shall be looking forward to hearing from you—in the affirmative, I hope.

Sincerely yours,

Bmk

(Mrs.) Betty McKenzie
Publications Editor

BMG/dp

blcc: Walter B. Emery
Harold E. Hill ✓

March 17, 1961

Mr. Lindy Wade, Assistant Head
Educational Television Office
Graduate Dept. of Journalism
University of California
Los Angeles 24, California

Dear Mr. Wade:

Finally I can get back to your letter about the TV production without a studio. On reading over the news release, I find that much of the material you cover is also covered in an article by Rudy Bretz which will appear in the March-April issue of the Journal, in an article called "Self-Directed ETV."

If, after reading his piece, you feel that you can write something along this line which will not be repetitive, I would be most interested in seeing it.

Thanks very much for sending along the idea.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

BME/dp

bloc: Walter B. Emery
Harold E. Hill ✓

March 17, 1961

Mr. Roger W. Axford
Associate Director
Informal Instructional Services
University Extension Division
The University of Wisconsin
606 West Wisconsin Avenue
Milwaukee 3, Wisconsin

Dear Roger:

At last I have gotten back to your letter and the presentation on Mr. Lighty.

This interests me very much for publication in the journal--but for a national audience I think it would need rewriting, accenting the "pioneering" more and the Wisconsin personalities less. Also, for this type of article, I'd prefer it about half as long as the present one. If you can find the time to rewrite along those lines, I would very much like to see it again. We have had requests from time to time for this type of article dealing with key personalities in educational broadcasting.

Again, thanks very much for thinking of us. And I hope to hear from you soon--in the affirmative.

Best regards,

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

bloo: Walter B. Emery
Harold E. Hill ✓

File- Editor

FOR INFORMATION OF MR. HAROLD E. HILL

MARCH 20, 1961

MR. THOMAS B. PETRY
PRODUCTION MANAGER
WQED
4337 FIFTH AVENUE
PITTSBURGH 13, PENNSYLVANIA

DEAR TOM:

FINALLY I'M GETTING AROUND TO SCHEDULING YOUR ARTICLE ON STAGING FOR SMALL STUDIOS. IT WILL APPEAR IN THE MAY-JUNE ISSUE OF THE NAEB JOURNAL.

AS A CONTRIBUTOR YOU WILL RECEIVE THREE COPIES OF THE COMPLETE ISSUE. SHOULD YOU WISH ADDITIONAL COPIES OF YOUR ARTICLE ALONE, REPRINTS MAY BE OBTAINED FOR THE FOLLOWING APPROXIMATE PRICES (BASED ON AN ESTIMATE OF 7 PAGES FOR YOUR ARTICLE, SINCE I PLAN TO MAKE IT SORT OF A "PICTURE STORY") IF ORDERED BEFORE PUBLICATION DATE, APRIL 15:

100	200	300	400	500	EACH ADDITIONAL 100 OVER 500
\$30	\$40	\$50	\$59	\$68	\$8

AGAIN, MY THANKS FOR SENDING IT ALONG. AND I HOPE YOU'RE ENJOYING YOUR WORK AT WQED.

SINCERELY YOURS,

BLIND CC: MR. WALTER B. EMERY
/ MR. HAROLD E. HILL

(Mrs.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:6J

MARCH 20, 1961

DR. HAROLD NIVEN, JR., PH. D.
ASSISTANT PROFESSOR
SCHOOL OF COMMUNICATION
UNIVERSITY OF WASHINGTON
SEATTLE, WASHINGTON

DEAR DR. NIVEN:

YOUR ARTICLE ON "TV AS A TEACHING TOOL IN HIGHER EDUCATION" WILL APPEAR IN THE MAY-JUNE ISSUE OF THE NAEB JOURNAL. AS A CONTRIBUTOR YOU WILL RECEIVE THREE COPIES OF THAT JOURNAL. SHOULD YOU WISH ADDITIONAL COPIES OF YOUR ARTICLE ALONE, REPRINTS MAY BE OBTAINED AT THE FOLLOWING APPROXIMATE PRICES (BASED ON AN ESTIMATE OF 5 PAGES FOR YOUR PIECE) IF ORDERED BEFORE THE PUBLICATION DATE OF APRIL 15:

100	200	300	400	500	EACH ADDITIONAL 100 OVER 500
\$22.50	\$30	\$37.50	\$44.25	\$51	\$6

AGAIN, THANKS FOR SENDING YOUR ARTICLE TO US.

SINCERELY YOURS,

Betty

(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:ej

BLIND CC: MR. WALTER B. EMERY
MR. HAROLD E. HILL

March 20, 1961

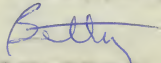
Mr. Ken Winslow, Head
Educational Television Office, North
University Extension
University of California
Berkeley 4, California

Dear Mr. Winslow:

Thank you for your letter re an article for the NAEB Journal on the Ampex CCTV videotape recorder. I am indeed interested in such an article--and if you can have it to me within two weeks, it will appear in the issue I'm working on at the moment--the May-June journal. Since this is a somewhat timely subject, it would be good if we could have it in that issue.

Since many of our readers no doubt received the fairly detailed news release sent out by Ampex on their new machine, I don't believe that you will have to go into too much of a description of it. But for you and Rudy to look at its introduction and predict, based on all your past experience with CCTV, what it will mean for the future--this will be a very meaningful article. Thank you for suggesting it.

Sincerely yours,



(Mrs.) Betty McKenzie
Publications Editor

cc: Mr. Rudy Bretz

bloc: Walter B. Emery
Harold E. Hill ✓

MARCH 20, 1961

DR. STANLEY HANDLEMAN
INSTRUCTOR IN RADIO AND TELEVISION
DEPARTMENT OF SPEECH AND THEATER
BROOKLYN COLLEGE
BROOKLYN 10, NEW YORK

DEAR DR. HANDLEMAN:

AT LAST I HAVE GOTTEN BACK TO YOUR LETTER AND THE ARTICLE WHICH YOU SUBMITTED TO THE NAEB JOURNAL ON YOUR GRADUATE COURSES IN EDUCATIONAL TELEVISION. FOR OUR AUDIENCE OF EDUCATIONAL BROADCASTERS, I WOULD LIKE TO EDIT OUT SOME OF YOUR EARLY PARAGRAPHS OF "BACKGROUND" AND GET RIGHT INTO THE SUBJECT OF WHAT YOU PEOPLE ARE DOING ABOUT THE PROBLEM.

WITH THAT PROVISIO, I WOULD VERY MUCH LIKE TO PUBLISH YOUR ARTICLE IN THE JOURNAL. UNLESS I HEAR FROM YOU OTHERWISE, I WILL ASSUME THIS IS ALL RIGHT WITH YOU--AND WILL LET YOU KNOW WHEN YOUR PIECE IS DEFINITELY SCHEDULED FOR A SPECIFIC ISSUE.

THANKS VERY MUCH FOR THINKING OF US.

SINCERELY YOURS,

Betty
(Mrs.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:GJ

BLIND CC: MR. WALTER B. EMERY
MR. HAROLD E. HILL

File - Editor

FOR INFORMATION OF Mr. Harold E. Hill

March 16, 1961

Mr. Kenneth Harwood, Head
Department of Telecommunications
University of Southern California
University Park
Los Angeles 7, California

Dear Ken:

Thanks for your letter of March 6 regarding your manuscript. Not having seen it myself, I don't know just how long it is—but I understand from others that it is quite lengthy. I checked with Harold Hill and he didn't think it feasible for the MAEB to print such a lengthy manuscript as one unit...but he did suggest that we might run it as a series in the Journal and then have reprints made of each article, and have them all bound together. This essentially could almost be the same as having the whole thing printed as a unit.

We are doing that with a two-article series on FM radio by Roger Nauglum. The first article appeared in the Nov-Dec Journal and the second one is in the Mar-Apr one.

What do you think of that idea? If this is o.k. with you, I'd like it broken down into separate articles—preferably each one not to be over about 2,000 words—with each article emphasizing a particular thing, if possible. That way each article as it appears in the journal could be "separate."

Harry Skornia tells me he does not have a copy, by the way.

How many articles would you envision for the journal?

Best regards,

Buck

(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

cc: Dr. Harry J. Skornia

blind cc: Mr. Harold E. Hill
Mr. Walter B. Emery

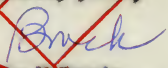
March 16, 1961

Mr. F. Breitenfeld, Jr.
Program Administrator
Liberal Education for Adults
Syracuse University
610 East Fayette Street
Syracuse 3, New York

Dear Mr. Breitenfeld:

Thank you for your inquiry of March 9 regarding an article for the NAEB Journal. I would certainly be happy to see your manuscript on community educational television. Please send it along.

Sincerely yours,



(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

blind cc: Mr. Harold E. Hill
Mr. Walter B. Derry

March 16, 1961

Mr. Lawrence Greshkoff
Executive Editor
Television Information Office
666 Fifth Avenue
New York 19, New York

Dear Mr. Greshkoff:

Thanks very much for sending the article on the in-service training program in New York. It will appear in the May-June issue of the NAEB Journal.

As a contributor you will receive three extra copies of that journal. Should you wish additional reprints of your article alone, they may be obtained at the following prices, provided they are ordered before the publication date, April 15.

100	200	300	400	500	Each additional 100 over 500
\$15	\$20	\$25	\$29.50	\$34	\$4

Thanks again for your cooperation.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

blind cc: Mr. Harold E. Hill
Mr. Walter B. Emery

— and, again, thanks
to you

Bush

March 16, 1961

Mr. Dave Berkman
Acting Chairman
Radio-TV
New York Institute of Technology
2435 Ocean Avenue
Brooklyn 29, New York

Dear Mr. Berkman:

I'm sorry to have been so long in answering your letter regarding your manuscript "A Survey of the Case for ITV," but I've read it over a couple of different times, trying to make up my mind. Quite frankly, I don't think it is as readable or as well organized as the one you did on the case against ITV. However, there are some very good points in it—and with your permission, I'd like to keep it here and mull over it some more. So unless I hear otherwise from you, I will plan to do just that.

Sincerely yours,

B. McKenzie
(Mrs.) Betty McKenzie
Publications Editor

BMK:gj

blind cc: Mr. Harold E. Hill
Mr. Walter B. Emery

March 16, 1961

Mr. Garry Simpson
Producer-Director
Division of Educational Communications
University of New York
Regents Educational Television Project
220 East 42nd Street
New York 17, New York

Dear Mr. Simpson:

Thank you very much for the manuscript on selecting TV teachers which you submitted. Your article will appear in the May-June NAEB Journal.

As a contributor, you will receive three extra copies of the journal. Should you wish additional copies of your article alone, reprints may be obtained at the following approximate prices (based on an estimate of 7 pages) if ordered before the publication date, April 15:

100	200	300	400	500	Each additional 100 over 500
\$30	\$40	\$50	\$59	\$68	\$8

Thanks again for your cooperation and promptness.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

BMEK:gj

blind cc: Mr. Harold E. Hill
Mr. Walter B. Emery

and thanks for
your suggestion,
which led to
the article -
Bmech

March 16, 1961

Mr. John K. MacKenzie
Production Director, KTV
Amateur Closed Circuit Project
Amateur City School District
412 East Broadway
Anaheim, California

Dear Mr. MacKenzie:

Since our placement service has been moved to the Washington office, I sent your original letter along to them. I trust you have received the forms you requested.

As to your article, I am very happy to have it, particularly just at this time. In the March-April issue now at the printer's, there is a two-part fairly exhaustive review by Rudy Routs of the KTV director's role. Your short piece approaches the need for KTV production personnel from a different angle—and I shall run it in the May-June NAKS Journal.

As contributor, you will receive three copies of the entire journal. Should you wish additional copies of your article alone, reprints may be obtained at the following approximate prices (based on an estimate of 3 pages for your article) if ordered before publication date, April 15:

100	200	300	400	500	Each additional 100 over 500
\$15	\$20	\$25	\$29.50	\$34	\$4

Thanks for thinking of us. And if you have any other ideas for journal articles, please send them along.

Sincerely yours,

Bruck
(Mrs.) Betty McKenzie
Publications Editor

BTW:

blind cc: Mr. Harold E. Hill ✓
Mr. Walter B. Emery

MARCH 15, 1961

MR. JEAN DUPONT MILLER
AFRICA & MEDITERRANEAN AREA OFFICER
COMMUNICATIONS MEDIA STAFF
INTERNATIONAL COOPERATION ADMINISTRATION
WASHINGTON 25, D. C.

DEAR MR. MILLER:

HAROLD HILL HAS PASSED ALONG TO ME THE 2ND REPORT BY GEORGE ARMS.
THE FIRST ONE IS APPEARING IN THE MARCH-APRIL NAEB JOURNAL, WHICH
IS NOW AT THE PRINTER'S. WE WILL USE THIS SECOND ONE ALSO, IN A
LATER ISSUE. THANKS VERY MUCH FOR SENDING THESE ALONG, AS THEY
MAKE INTERESTING READING.

SINCERELY YOURS,

(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:6J

BLIND CC: WALTER EMERY
HAROLD HILL

MARCH 15, 1961

MR. H. W. HOLTSCHUBER
CHIEF ENGINEER
RADIO AND TELEVISION SERVICES
UNIVERSITY OF UTAH
SALT LAKE CITY, UTAH

DEAR MR. HOLTSCHUBER:

THANK YOU VERY MUCH FOR SENDING IN THE ARTICLE ON YOUR LOW-POWER
TRANSLATOR STATIONS. THIS WILL APPEAR IN THE MAY-JUNE ISSUE OF
THE NAED JOURNAL.

AS A CONTRIBUTOR YOU WILL RECEIVE THREE COPIES OF THE JOURNAL.
SHOULD YOU WISH ADDITIONAL COPIES OF YOUR ARTICLE ALONE, REPRINTS
MAY BE OBTAINED AT THE FOLLOWING APPROXIMATE PRICES (BASED ON AN
ESTIMATE OF 6 PAGES IN LENGTH) IF ORDERED BEFORE THE PUBLICATION
DATE OF APRIL 15:

100	200	300	400	500	EACH ADDITIONAL 100 OVER 500
\$22.50	\$30	\$37.50	\$44.25	\$51	\$6

THANKS AGAIN FOR YOUR COOPERATION.

SINCERELY YOURS,

Bmck
(MRS.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:6J

CC: MR. KEITH ENGAR
MR. ROGER HOUGLUM

MARCH 15, 1961

REV. JAMES A. BROWN, S.J.
LOYOLA HIGH SCHOOL
1901 VENICE BOULEVARD
LOS ANGELES 6, CALIFORNIA

DEAR REV. BROWN:

THANK YOU VERY MUCH FOR THE ARTICLE CONDENSING YOUR REPORT ON TV PROGRAM SCHEDULING IN LOS ANGELES. IT WILL APPEAR IN THE MAY-JUNE ISSUE OF THE NAEB JOURNAL. (AND, BY THE WAY, IT IS FINE AS TO LENGTH; SO I WILL PROBABLY NOT ELIMINATE ANY OF THE PORTIONS YOU DESIGNATE AS POSSIBILITIES.)

AS A CONTRIBUTOR YOU WILL RECEIVE THREE COPIES OF THAT ISSUE OF THE JOURNAL. SHOULD YOU WISH ADDITIONAL COPIES OF YOUR ARTICLE ALONE, REPRINTS MAY BE OBTAINED AT THE FOLLOWING APPROXIMATE PRICES (BASED ON AN ESTIMATE OF 7 PAGES FOR YOUR ARTICLE) IF ORDERED BEFORE THE PUBLICATION DATE OF APRIL 15.

100	200	300	400	500	EACH ADDITIONAL 100 OVER 500
\$30	\$40	\$50	\$59	\$68	\$8

AGAIN, MY THANKS FOR YOUR PROMPTNESS AND COOPERATION.

SINCERELY YOURS,

Betty
(Mrs.) BETTY MCKENZIE
PUBLICATIONS EDITOR

BMCK:ej

File - Editor

If we don't have such a
file, will you please start one?

Thanks,

HEH

3/13/61

File - Editor

Memo From the Desk of

BETTY McKENZIE

to HEH

NAEB Editor

3/14/61

THE STORY OF AN AD

or

Why, if We Go to a NL with Ads, We Will Probably Have to Hire Someone to Be Advertising Rep at This End, as Well as Someone to Sell the Ads

The story of this particular ad begins back in September, with much correspondence following regarding rates, deadline dates for copy, etc. Copy for the ad (for the March-April Journal) actually arrived here January 26. On January 26, same went to the printer. On February 14, we obtained 6 proofs from Mills (who had had to go outside their own shop to obtain the special type ordered by the ad agency). Dutifully the 6 proofs (as demanded by said agency) went off to New York....with a letter asking for their return by February 24. (Forgot to say the proofs went to New York on February 14, the day we got them from Mills.)

On February 23, we received from the ad agency a proof asking for many changes--which involved resetting five lines of type. Some of this was misunderstanding of what was wanted in the first place--but some of it was that the agency changed its mind on type. We had the type reset, as the agency wanted (with Mills having, once again, to go outside their shop to get the exact type). On March 7, we sent via air mail 6 proofs of the revised version, asking them to return one copy

Memo From the Desk of

BETTY McKENZIE

NAEB Editor

The Story of an Ad

p.2

approved, as soon as possible.

This morning, as I checked the mailbox on the front porch, I found the enclosed. It was not sent air mail or special delivery. The changes they ask for now were not even mentioned in the first corrected proof they sent. The two columns of copy were not touched at that stage.

I am having Mills change the spacing as they suggest. But I propose not to send them any more proofs, as it seems unlikely that they will ever "approve" a proof.

My quarrel is not with their changes--they are right; this will improve the appearance of the ad--but with their timing and with their not catching everything in the first place.

This ad has been in the works longer than anything else in the Journal, but it seems that it will still be "going" when everything else is put to bed. I have asked Dick to try to give us some kind of estimate of just how much it has cost us, to see whether we make anything at all on it. (As you said, we can afford to lose a little on the first ad, just to get one.)

If we can get enough ads, for either the NL or

Memo From the Desk of

BETTY McKENZIE

NAEB Editor

p.3

Journal, to make it worthwhile to have someone who spends the major portion of his time riding herd on them, it will work out fine. If we do not get that many, those we do have may be more of a nuisance than anything else--because they may not make enough money to make their time consumption worthwhile.

Had I been working at the usual schedule on the Journal, instead of various other projects, it's conceivable that this one ad could hold up the whole Journal.

And I'm not really griping, but you asked me to keep you informed as to how the ad went...and as Business Manager, I think you should know all the gruesome details. So here you are, sir... with my love.

bmck

pioneer in Educational Television—
fulfills your complete needs

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358 Sylvan Avenue • Englewood Cliffs, N J • Lowell 7-5200

divisions and subsidiaries serving the consumer market: Recording Industries • Bell Sound • Bell Canto • Intellectual Properties

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 GREGORY HALL
URBANA, ILLINOIS

Sent for the information of

Mr. Harold E. Hill

March 10, 1961

Dr. Walter B. Emery
College of Communication Arts
Michigan State University
East Lansing, Michigan

Dear Walter:

This is just a note to say how glad I am that you accepted the editorship of the Journal. I trust you'll be in Columbus and we can talk about future plans in person then.

In the meantime, the crying need is, as usual, for good articles. I have on hand, after the March-April issue, the following original articles:

1. Petry (WQED) - Notes on Staging for Small Studios.
2. Niven (U. of Washington) - TV as a Teaching Tool in Higher Education.
3. Young (grad student) - Teaching of Modern Foreign Languages via CCTV.
4. Lawson (grad student) - The Professor and the Commissions, by
Bernard Schwartz: a Report.
5. Cummings (grad student) - Analysis of Local TV Newscasts.
6. Brenninger - Fresno State College TV Setup.
7. Brown (Loyola High School, L.A.) - Dual Responsibility in TV.
8. Simpson (New York ETV project) - on how to select the TV teacher.
9. MacKenzie (Anaheim CCTV project) - plea for professional stature in
educational broadcasters.
10. Berkman (N.Y. Institute of Technology) - A Survey of the Case for ITV.
(He has an article against ITV in the March-April issue.)

Mr. Walter Emery, Page 2, March 10, 1961.

Then there are numerous possible "fillers" of speeches, reprints from other publications etc.

BUT THAT IS ALL THAT IS ON HAND AT THE MOMENT.

I have a whole file full of letters written during the last year or so which may or may not produce fruit. Several have been promised:

1. C. Walter Stone - summary of accomplishments under Title VII.
2. Keith Engar - article on their translator project.
3. Robert R. Fiedler (radio pupil of WHA "Let's Draw" project, now asst. professor of art) - article re his experiences and opinions as a radio pupil.
4. Glen Burch - article summarizing the "Accent on Learning" report.
5. Bridget Rizzo - a follow-up article on Iezzi's Telescuola articles.
6. Wanda Mitchell - Evanston experiences (maybe, if she can find time).
7. Jacobs - article on philosophy behind WFMT, Chicago.
8. Dage TV - article illustrating how a mobile modular system would be useful for ETV applications.
9. Bedwell (Marquette) - summary of a radio availability study.
10. Gilbert Seldes - promised twice to do an article, but he may never find time.
11. Marion Corwell - Henry Ford Museum's participation in ETV.
12. Schenckan - on Texas state-wide microwave CCTV.
13. Castell (U. of Oregon) - "philosophical" type.
14. Martha Gable - "After Experimentation, What" (Her suggestion that she write one, but she asked for more time).
15. Syd Cassyd - article re some of "the dreams we had at the beginning of TV's advance."
16. Harold Marder - On Chelsea project.

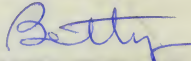
Mr. Walter Emery, Page 3, March 10, 1961.

17. Phyllis Ahern - on Australian broadcasting.
18. William Belson - a short version of "TV and the Press."
19. Bette Herzog - an article from KTCA-TV on a research project for Dept. of HEW.

I wanted to bring you up to date on where we stand. There are a number of other inquiries to people in process now, but no more promises. I'll try to keep you up to date on the happenings from this end. Please let me know of ideas and leads you have in mind--and I'll be glad to write the people involved (unless you know them well enough to put a little pressure on them, in which case perhaps you'd rather write them).

Again, I'd like to say that I'm happy to put your name on the masthead as editor.

Best regards,



(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

cc: Mr. William G. Harley
Mr. Harold E. Hill

COPY

Sent for the information of

Mr. Harold E. Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 GREGORY HALL

URBANA, ILLINOIS

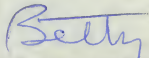
March 10, 1961

Dr. Tracy F. Tyler
University of Minnesota
301 Johnston Hall
Minneapolis 14, Minnesota

Dear Tracy:

Having just received notification that Walter Emery has accepted the Journal editorship, I wanted to take this opportunity to thank you for the help you have given me during my months with the NAEB. It has been a very pleasant relationship for me...and I hope, if you have any ideas for improvement or for articles for the Journal, that you will continue to send them along in the future.

Best regards,



(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

cc: Mr. William G. Harley
Mr. Harold E. Hill

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR
TECHNOLOGY IN THE HUMANITIES

 UNIVERSITY OF
MARYLAND

 WISCONSIN
HISTORICAL
SOCIETY

 WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

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